Promote your business in the IBM Business Partner Lounge.

At the heart of our Technology Showcase in Central London, the IBM Business Partner Lounge offers fantastic awareness and demand generation opportunities for your business.

Complemented by wonderful views over the River Thames, the lounge offers the opportunity for our partners to promote their organisation via individual demonstration pods (Gold) and a logo wall (Silver).

Comprising of seating areas and digital canvases, where over 15,000 Clients a year congregate for informal meetings and networking opportunities, there is no better space to promote your company’s value proposition and offerings.

Packages Available

We have a number of packages available for our partners to choose from. Each run for a period of 12 months from signing up, with the option of the Gold packages being invoiced quarterly.

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| Gold    | • Demonstration Pod within the BP Lounge (with 32” Touch Screen)  
         | • x6 half day meeting room bookings  
         | • x1 full day auditorium room booking  
         | • Plaque with Partner logo (and optional QR code) on the BP Logo Wall  
         | • 3 minute video shown on the IBM Client Centre Entrance Video Wall  
         | • 1 minute video shown IBM Southbank Entrance Video Wall | 1 | £8,000 + VAT | £2,000 + VAT |
| Silver  | • Plaque with Partner logo (and optional QR code) on the BP Logo Wall  
         | • x3 half day meeting room bookings  
         | • 3 minute video shown on the IBM Client Centre Entrance Video Wall | 5 | £2,000* + VAT | n/a |

*£1,500 + VAT for existing Silver Partners who would like to renew their package
Some further detail...

Gold: Demonstration Pod

The hire of 1 Display Pod for the period of 12 months which includes:

- 32” Digital Touch Screen and ONE-LAN digital signage player
- Partner company logo to be printed onto a Perspex plaque and displayed on the display pod
- A QR code to be printed and attached to the logo plaque detailed above
- x3 Partner proof points to be printed onto a Perspex plaque and displayed on the pod

Please note:

- The provision of content to display on the pod is the responsibility of the partner, and is subject to IBM’s approval
- The pod and associated technology remains the property of IBM and will remain on-site
- Audio capability on the pods is not enabled since it is an open area (subtitles recommended)

Gold/Silver: Logo on Logo Wall

The hire of a Logo plaque which will be displayed on a “logo wall” along with 31 others

- Partner to provide hi-res logo image (preferably in an eps format) to be printed onto plaque
- Option to include a QR code to be printed onto plaque

Gold/Silver: Room bookings:

The packages include a number room bookings during the 12 month period:

- Half-day meeting room bookings run from 9am-1pm and 1pm-5pm Monday-Friday and excludes the use of the Fleming room
- Full-day auditorium room bookings run from 9am-5pm and held in either Fleming or Boyle and Darwin combined (Gold Package only)
- Room bookings are subject to availability on first-come, first-serve basis – please book as far in advance as possible to avoid disappointment
- Bookings can be made via the IBM Client Centre Task ID ibmcclon@uk.ibm.com or on 02072023060

Video Content:

- If provided by the partner, the IBM Client Centre will run a video of up to 3 minutes in length on a proportion of the IBM Client Centre Reception Video Wall and a 1 minute video on a proportion of the IBM South Bank Reception Video Wall (Gold Package only), on a rolling basis with other videos
- Please be aware that this is subject to the content being approved by IBM and that the video will not have an audio capability (subtitles recommended)
- The video provided by the partner can be refreshed through the 12 month period
- Please be aware that IBM reserves the right to control the content displayed on each video wall and there may be occasions during the year when other event or IBM related content will take priority on the video wall

Please note:

- File types that can be uploaded are: .mp4 or .wmv,

If you would like to discuss any of the details above then please don’t hesitate to contact:

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